

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of ~~tracking a user's lead with a listing service~~, the method comprising:
receiving inquiry data related to an inquiry of ~~a~~ the user with ~~a~~ the listing service;
creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data;
storing the user's lead as a lead record in a database;
creating an action record associated with the user's lead each time an action to be taken in furtherance of the user's lead is identified;
storing the action record in the database, the lead and action records comprising information to provide the user with a status of the user's lead; and
communicating a user populating an interface accessible by the user that comprises ~~with~~ information from the lead and action records and information related to the user's lead received from one or more ancillary services.
2. (Original) The method of claim 1, wherein the listing service is a web site having job postings listed thereon.
3. (Original) The method of claim 1, wherein the listing service is a web site having personal ads listed thereon.
4. (Original) The method of claim 1, wherein the listing service is a web site having real estate postings listed thereon.
5. (Original) The method of claim 1, wherein the listing service is a web site having automobile postings listed thereon.
6. (Original) The method of claim 1, wherein the listing service is a web site having auction items listed thereon.

7. (Previously Presented) The method of claim 1, wherein the ancillary is an electronic mail service.
8. (Original) The method of claim 1, wherein the ancillary service is an advertising system.
9. (Original) The method of claim 1, wherein the ancillary service is a road navigation system.
10. (Original) The method of claim 1, wherein the ancillary service is a news system.
11. (Currently Amended) The method of claim 1, wherein the step of receiving inquiry data related to an initial inquiry of the user with the listing service further comprises: receiving inquiry data from an application operative on a computing device of the user.
12. (Currently Amended) The method of claim 1, wherein the steps of receiving inquiry data related to an inquiry of a the user with a the listing service and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data further comprise: receiving inquiry data from a user computer at the listing service; capturing the inquiry data at the listing service; making a remote procedure call to access an application programming interface from the a listing service to a tracking system operative with programming to create the user's generate-a lead record; transmitting the inquiry data to the tracking system from the listing service; and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data.
13. (Currently Amended) A method of tracking a user's lead with a listing service, the method comprising: receiving inquiry data from a user computer at a listing service; capturing the inquiry data at the listing service;

transmitting the inquiry data to a tracking system from the listing service;
creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data;
storing the user's lead as a lead record in a database;
creating an action record associated with the user's lead record each time an action to be taken in furtherance of the user's lead is identified;
storing the action record in the database, the lead and action records comprising information to provide the user with a status of the user's lead; and
communicating a user populating an interface accessible by the user that comprises with information from the lead and action records and information related to the user's lead received from one or more ancillary services.

14. (Currently Amended) A system ~~for tracking a user's lead with one or more listing services, the system~~ comprising:
a server system accessible via one or more networks by one or more computing devices of a user and capable of communicating with one or more the listing services via one or more of the networks;
a database system in communication with the server system;
wherein the server system includes programming to receive data from the listing services, generate a user's lead to be pursued by the user that makes the inquiry with one of the listing services, the user's lead being created using the data received from the listing services, and store the user's lead as a lead record in the database system;
wherein the server system further includes programming to communicate generate a user interface accessible to the user that comprises displays a summary of the user's lead;
wherein the server system further includes programming to interact with at least one ancillary service system and provide information generated by or received into the ancillary service system to the user; and

wherein the server system further includes programming to receive action data corresponding to an action to be taken in furtherance of the user's lead, generate an action record, store the action record in the database system, and provide information about the action record to the user, the lead and action records comprising information to provide the user with a status of the user's lead.

15. (Currently Amended) A tracking system ~~application for tracking a user's lead with a listing service, the application~~ comprising:

a server-side component operative on a server system capable of communication with a the network, the server-side component including programming to: receive data related to an inquiry of a user with a the listing service; create a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data, and store the user's lead as a lead record; communicate ~~generate~~ a user interface accessible to the user that comprises ~~displays~~ a summary of the user's lead using the stored lead record; interact with at least one ancillary service system and provide information generated by or received into the ancillary service system to the user; and generate and store an action-record each time an action to be taken in further of the user's lead is identified, and provide information from the action record to the user, the lead and action records comprising information to provide the user with a status of the user's lead.